



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

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GAIN Report #SF2036

South Africa, Republic of

Promotion Opportunities

Annual

2002

Approved by:

Jude Akhidenor

South Africa

Prepared by:

Margaret N. Ntloedibe

Report Highlights:

The Hostex, and Food and Hotel Africa are the premier food shows in South Africa. The continued decline in the value of the rand relative to the dollar is having a negative impact on U.S. agricultural exports to South Africa. Nevertheless, opportunities exist for resourceful exporters with niche products. FAS/Pretoria will next participate in the South African food and catering show (Hostex 2003), March 16-19.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Pretoria [SF1], SF

SECTION I: FAS/W ENDORSED TRADE SHOWS	Page 1 of 3
SECTION II: TRADE SHOWS RECOMMENDED BY POST	Page 1 of 3
SECTION III: POST CONTACT	Page 2 of 3

"The Promotional activities listed are provided for information purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer."

SECTION I: FAS/W ENDORSED TRADE SHOWS

A.

Updated report on dates will be submitted when received.

SECTION II: TRADE SHOWS RECOMMENDED BY POST

A.

Title: International Franchise Exposition - (IFE) 2003
Dates: 27-29 March, 2003
Venue: Sandton Convention Center, Sandton, SOUTH AFRICA
Contact Information: Craig Newman
Kagiso Exhibitions (Pty) Ltd
Tel:27-11-670-2000
Fax:27-11-679-1179
[Email:kagisoexpo@icon.co.za](mailto:kagisoexpo@icon.co.za)

Narrative: In its 11th year of existence, the annual International Franchise Expo (IFE),has established itself as the major franchise event in Southern Africa. The organizers of the exhibition reported a 21% increase in attendance for the 2002, IFE show. The exhibitor profile include South African and international franchisers seeking to attract potential entrepreneur and franchisee. Franchising is becoming one of the major form of business start-up for aspiring entrepreneurs in South Africa. Fast food restaurants, sweets and candy, and pastry shops are among the fastest growing franchises in the country.

B.

Title: Retail Trade Exhibition
(Forecourt, Convenience Store, Supermarket Africa)
Dates: 8-10 July, 2003
Venue: Gallagher Estate, Midrand, Gauteng, SOUTH AFRICA
Contact Information: Craig Newman
Kagiso Exhibitions (Pty) Ltd
Tel:27-11-661-4000
Fax:27-11-496-3880

[Email:kagisoexpo@icon.co.za](mailto:kagisoexpo@icon.co.za)

Narrative: On display will be main products and information on services supplied and provided to the retail industry.

C.

Title: SAITEX - The South African International Trade Expo 2003

Dates: September 30 - October 3, 2003

Venue: Gallagher Estate, Midrand, SOUTH AFRICA

Contact Information: Craig Newman

Kagiso Exhibitions (Pty) Ltd

Tel:27-11-661-4000

Fax:27-11-496-3880

[Email:kagisoexpo@icon.co.za](mailto:kagisoexpo@icon.co.za)

Narrative: SAITEX is South Africa's leading international multi-sectoral trade exhibition, which offers two major trade promotion events: South Africa Import Week and the South Africa Investment and Development Expo. The main focus of the South African Import Week is exhibition of imported machinery, equipment, materials and technologies. The South African Investment and Development Expo aims to promote new investment opportunities in the region, as well as facilitate meetings between potential and current investors with principal investment institutions, Chambers of Commerce, Industry Associations and Government Agencies.

SECTION III: POST CONTACT

If you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following address:

Foreign Agricultural Service
U.S. Embassy Pretoria, South Africa
Washington, D.C., 20521-9300
Tel:27-12-342-1048 ext. 2235
Fax:27-12-342-2264
[E-mail:agpretoria@fas.usda.gov](mailto:agpretoria@fas.usda.gov)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>